Contact

www.linkedin.com/in/laura-sandford-53b27b42 (LinkedIn)

Top Skills

Proofreading
Editing
Translation

Languages

French (Full Professional)
German (Full Professional)
English (Native or Bilingual)

Certifications

Asana Foundations Skills Badge

Laura Sandford

Senior Editor at DK
London, England, United Kingdom

Summary

I am an experienced editor, writer and multilingual proofreader, with particular interest and expertise in music, music education, French and German language and culture, and language learning.

Experience

DK

Senior Editor
September 2018 - Present (7 years 3 months)
London, England, United Kingdom

• Overseeing and project managing the editorial work on large and complex illustrated non-fiction titles, including several titles in DK's highly successful English for Everyone and Big Ideas Simply Explained series
• Working with authors, consultants and in-house and freelance editors to create engaging editorial content that reads well and is factually accurate, appropriate for the target audience and clearly structured
• Working with designers, illustrators and picture researchers to generate or select images that are visually appealing, draw the reader in, and add genuine educational value
• Creating origination schedules for each book – from delivery of author text to final sign-off of PDFs – and ensuring that schedules are adhered to
• Tracking all the in-house and freelance editorial costs involved in originating each book, and ensuring that these costs do not exceed the editorial budget
• Assessing and overseeing the work of authors, junior in-house staff, freelancers and packagers; giving detailed and constructive feedback on text and spreads in progress
• Training and mentoring new starters, junior editors and editorial assistants
• Development work for new titles: preparing sample spreads, researching the competition, and attending Next Steps meetings to discuss the overall editorial and visual approach
• Writing marketing copy and presenting forthcoming titles to the Sales team in the run-up to book fairs

• September 2021 – April 2022: Secondment as co-leader of the DK Knowledge Change Group: leading a team of colleagues from across the department who work with senior management to suggest and implement process improvements

- Freelance

Freelance writer, editor and proofreader

2014 - Present (11 years)

• Co-author of 'Help Your Kids With Music' in DK's acclaimed 'Help Your Kids' series, endorsed by Carol Vorderman

• Contributor towards DK's 'Picturepedia', writing a concise, visual introduction to music theory

• Proofreading CD and DVD booklets and packaging for Decca Classics, Warner Classics and Opus Arte

• Proofreading concert programmes for the festival 'It's All About Piano!' at the Institut français

Dorling Kindersley Publishing

Temporary Senior Editor

January 2015 - August 2018 (3 years 8 months)

• Leading a team of editors and designers to prepare an English language course book

• Creating editorial spread briefs for a corresponding practice book

• Contributing towards development work for the course: preparing sample spreads, researching existing English courses and exam requirements, attending meetings to discuss the visual approach to the course, and commenting on and reworking contents lists from consultants

• Training editorial assistants to create spreads and edit text

• Preparing marketing materials such as sales sheets and spreads to take to book fairs

• Planning how books can best be adapted to digital formats

• Recording audio scripts for user testing

White Label Productions

7 years 7 months

Senior Editor

November 2012 - December 2014 (2 years 2 months)

During my seven years at White Label Productions, I was a highly valued and successful member of the editorial team. With a proven track record as both a

proofreader and an editor, I was promoted three times during my time at WLP. I built excellent working relationships with clients and in-house and freelance colleagues, due to my flair for working quickly and efficiently under pressure without compromising on accuracy, consistency or attention to detail.
My key responsibilities and achievements in the role of Senior Editor included:
• Editing booklets and packaging of hundreds of CD and DVD releases for leading classical record labels, ensuring that editorial content is delivered on time and meets the highest standards of quality and accuracy
• Writing, editing and proofreading marketing copy; contributing towards social media campaigns
• Client management: attending meetings and conference calls with clients; negotiating realistic editorial leadtimes; liaising with clients, artists and their agents to tailor content to their requirements
• Advising on concept, design, picture selection and editorial direction for deluxe CD products, including high-profile releases from Cecilia Bartoli
• In-depth proofreading of presentation copy, booklet notes in English, French and German and sung texts and translations for accuracy, elegance and house style
• Contributing towards the establishment and success of WLP's DVD authoring and subtitling division; creating a subtitling test, recruiting, training and supervising freelance subtitlers; checking subtitles, selecting DVD chapter points and training in-house staff to perform these tasks
• Recruiting and training editorial assistants, interns and in-house and freelance translators and proofreaders; devising and assessing proofreading tests; supervising and giving feedback to key junior members of staff who have gone on to become invaluable colleagues at WLP

Assistant Editor
November 2010 - November 2012 (2 years 1 month)

Commissioning and editing booklet notes; preparing editorial briefs; attending client meetings; preparing editorial costings; proofreading; writing marketing copy; signing off final artwork; translation coordination

Editorial Coordinator
January 2009 - November 2010 (1 year 11 months)

Preparing tracklist and sung text copy for editors; preparing editorial briefs; translation coordination; proofreading; editing booklet notes

Multilingual Proofreader
June 2007 - January 2009 (1 year 8 months)

Proofreading presentation copy, notes and French and German translations in classical CD booklets and packaging; proofreading marketing copy; preparing tracklist copy and sung texts for editors; translation coordination

RWS Translations
Multilingual Translation Checker
November 2004 - June 2007 (2 years 8 months)

Proofreading English translations of French and German technical, commercial and legal texts, ensuring consistency and accuracy of the translations; cross-checking existing translations for adaptation purposes

Education

Magdalen College, Oxford
Modern Languages, French, German · (2000 - 2004)

Colchester County High School
A Levels, English Literature, French, German, Music · (1998 - 2000)